

# JOURNALISM

or GDE 374 Video and Filmmaking

Total Credits

41

## B.A., Major in Journalism

### Program Director: Peggy Rupprecht

The Journalism major is made up of three tracks: Advertising, News and Public Relations. Students in all three tracks learn from professors with professional experience. The cutting-edge classes balance theoretical foundations with hands-on work in project-based learning that builds a portfolio, whether writing, social media, public relations strategies, advertising campaigns, podcasts or visual forms of communication. Students do research and gain valuable experience with internships with agencies, nonprofits, athletic organizations, businesses, magazines and news organizations.

### Major in Journalism requirements: 41 credits

- Choose from Advertising, News and Public Relations tracks

Code	Title	Credits
<b>Computer Science, Design and Journalism core courses</b>		
CSC 121	Computers and Scientific Thinking	3
GDE 324	Digital Foundations	3
JRM 215	Media Literacy and Information Concepts	2
JRM 319	Media Writing	3
or JRM 320	Professional Writing	
<b>Journalism major core courses</b>		
JRM 335	History of American Mass Media	3
JRM 438	Information Ethics	3
JRM 529	Law of Mass Communication	3
JRM 599	Senior Capstone: Entrepreneurial Media	3
Choose one of the following tracks:		18
<b>Advertising track requirements</b>		
JRM 315	Public Relations and Advertising Principles	
JRM 327	Social Media	
JRM 347	Advertising Campaigns I	
JRM 433	Advertising Copy Writing	
JRM 440	Media Research	
GDE 380	Graphic Design	
<b>News track requirements</b>		
JRM 327	Social Media	
JRM 331	Editing	
JRM 419	Online Storytelling	
JRM 440	Media Research	
JRM 477	Advanced News Production	
GDE 370	Video and Photo	
GDE 380	Graphic Design	
<b>Public Relations track requirements</b>		
JRM 315	Public Relations and Advertising Principles	
JRM 327	Social Media	
JRM 331	Editing	
JRM 341	Public Relations Writing	
JRM 440	Media Research	
GDE 370	Video and Photo	